

April 24, 2008



Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W., Room TW-A325  
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

The American Cancer Society is the nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and reducing suffering from cancer through research, education, advocacy and service.

In Cincinnati, the Society has a close working relationship with Bonneville radio stations. Bonneville provides airtime for in-depth discussions on important cancer topics like colorectal cancer, breast cancer and skin cancer. Bonneville also provides airtime to support Making Strides Against Breast Cancer, Hunt for the Cure, World's Largest Office Party and the Cattle Baron's Ball, important American Cancer Society fund-raisers that allow us to better serve cancer patients in Cincinnati and provide research funding for scientists. I know that if we need to disseminate information on cancer or one of our fund-raisers to Greater Cincinnati, I only need to call one of the Bonneville stations for help.

In the past, Bonneville has helped us advance our mission by:

- Interviewing guests on its "Sunday Morning Magazine" to discuss topics such as breast cancer, colorectal cancer and skin cancer.
- Entering into partnerships with the Society by agreeing to air announcements on its stations promoting fund-raising events such as Making Strides Against Breast Cancer, Hunt for the Cure, World's Largest Office Party and Cattle Baron's Ball.

In conclusion, Bonneville International-Cincinnati (WKRQ, WUBE, WYGY, WSWD) has been effective in serving my organization's needs as well as those of the community at-large. We see no need for additional rules or reporting requirements that insert federal oversight of the process of broadcasters serving the community.

Respectfully submitted,

A handwritten signature in cursive script that reads "Peter Osborne".

Peter Osborne  
Public Relations Director  
American Cancer Society